



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

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Third District

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MICHAEL D. ANTONOVICH
Fifth District

September 21, 2007

To: Supervisor Zev Yaroslavsky, Chairman
Supervisor Gloria Molina
Supervisor Yvonne B. Burke
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

UNITED WAY OF GREATER LOS ANGELES RESPONSE TO BOARD

At the August 21, 2007 Board meeting, Supervisor Michael D. Antonovich requested information on how United Way of Greater Los Angeles allocates funding in the Antelope Valley from contributions received from County employees through payroll deduction. In response, we met with United Way President and Chief Executive Officer Elise Buik. Her response to Supervisor Antonovich's questions is included as Attachment I.

According to our records, United Way received \$753,392.70 in employee contributions last year. This represents more than 50 percent of our total fundraising amount of \$1.5 million. For the calendar year 2006, United Way distributed \$326,746 in Creating Pathways Out of Poverty grants and \$187,057 in additional designated gifts to Antelope Valley agencies. The organization is also funding six agencies and partnering with larger organizations, such as American Red Cross and Catholic Charities, who also serve the Antelope Valley community.

The non-profit organization disburses its funding on a monthly basis. For the current calendar year, United Way is funding Valley Oasis, formerly the Antelope Valley Domestic Violence Council; Antelope Valley Hospital, Healthy Homes Program; Saint Joseph Manor; Partners in Care; Mental Health Association of Greater Los Angeles; and UCLA's Early Academic Outreach Program. The latter two groups provide services to residents of the Antelope Valley region. We are in the midst of the 2007 charitable giving campaign. Final reports from this drive will not be available before August of next year.

Supervisor Antonovich additionally raised concerns about changes to United Way's funding formula, the direct designation policy and non-profit alternatives to United Way to which County employees may donate. The following addresses these issues.

Criteria for Funding

United Way recently changed its criteria for funding agencies, resulting in a reduction in support for some non-profits and an increase in funding for other groups that have demonstrated an ability to partner with other non-profits and social service institutions. Previously funded agencies were informed in writing and at briefing meetings of pending changes by United Way. One-time transition grants were provided to those agencies not approved for funding under the new criteria.

Direct Designation

As one of the County's fund distribution agencies, United Way disburses "direct designations" made by employees on a quarterly basis to selected 501 (c) (3) organizations, as defined by the Internal Revenue Service. All County Fund Distribution Agencies (FDA) submit financial reports to this office upon renewal of the two-year campaign agreement. These reports are in progress and copies will be provided to your Board upon completion.

The "direct designation" process was established specifically to allow employees the greatest amount of flexibility in contributing to the Charitable Giving Campaign. Employees target their contributions to the IRS-approved non-profit of their choice. Each FDA has signed an agreement stating that employee "direct designated" contributions will be forwarded in perpetuity or until the employee sends a written notice of cancellation to the FDA.

Alternatives to United Way

Employees have embraced the "direct designation" process and we believe this process has been effective, avoiding the need to seek other non-profits to replace United Way. The County has a longstanding history of fundraising and mutual cooperation with United Way. We are jointly working to improve the lives of children and families in need and we do not believe it would be in the best interest of the County to terminate this relationship.

If you require additional information, please contact me at (213) 974-1101 or a member of your staff may contact Victoria Pipkin-Lane at (213) 974-2495.

WTF:LN:MKZ
VPL:dd

Attachment

c: Elise Buik, President and CEO, United Way

523 West Sixth Street
Los Angeles, California 90014
tel 213-630-2100



September 10, 2007

William T. Fujioka
Chief Executive Officer
County of Los Angeles
713 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Mr. Fujioka,

It was so nice to meet you at our meeting on August 30th!

I look forward to continuing the wonderful partnership between United Way of Greater Los Angeles and Los Angeles County and want you to know that we're here to assist you and the supervisors at any time.

Thanks for allowing me to give you a briefing on our "Creating Pathways out of Poverty" strategic plan. As I mentioned in our meeting, I am positive we are now better positioned to address the most pressing problems that face the County.

As per our discussion, I am attaching a one-pager on our new job training program in the Wilmington area. Also, I've attached an overview of the RFP process as it applies to Antelope Valley.

Bill, thanks again for meeting with me and please let me know if you have any questions.

Sincerely,

Elise Buik
President & CEO

Attachments



United Way of Greater Los Angeles 2007 Request for Proposals Timeline and Criteria

- Previously funded agencies were informed about United Way's Community Investment strategic planning process and the possible implications for changes in funding in a letter in June 2006 and at agency briefing meetings on June 13 and August 11, 2006.
- Agencies provided input into the planning process at 3 meetings in different regions of the County in October 2006
- The Request for Proposals (RFP) was issued February 28, 2007 and was distributed to all previously funded agencies and disseminated widely.
- Three Information Sessions for the RFP were held in different regions in Los Angeles County on March 6, 7, and 8, 2007.
- Questions regarding the RFP process were taken at a dedicated phone number and e-mail address and answers were posted on the United Way website.
- Weekly Q&A sessions were held at the United Way offices from March 22 to April 19, allowing applicants to ask questions of United Way staff regarding their proposals.
- Proposals were due in the United Way office on April 23 by 5:00pm. Proposals received past this deadline were not reviewed.
- All proposals were initially screened by staff to determine financial status and match to the basic criteria
- Proposals were each scored by two separate reviewers (38 external, 28 internal). Volunteers were recruited from academia, foundations, business leaders, and experts in the community
- Where there were questions/issues, senior staff reviewed proposals
- In addition to scores, other considerations included:
 - Geography
 - Population served
 - New vs. previously-funded groups
 - Large vs. small
- We received close to 480 proposals and ended up funding 139 groups so it was very competitive.
- Previously-funded organizations that applied under the RFP but were not approved for funding received phone calls between July 25 – 27, 2007 and were notified they would receive a one-time transition grant. Funding decisions were announced on July 27, 2007.

Antelope Valley

- Our commitment to the Antelope Valley Community has been steadfast for over two decades. Our support will continue to be multi-faceted, and includes advocating for the homeless, convening business leaders and social service groups to tackle problems that are pulling at the social fabric of our community, and providing the much needed financial support to community organizations that align with our 10 year action plan. We are looking to have the greatest impact in the community by funding fewer agencies with larger grants.
- Recently, United Way secured a 4 year \$1 million grant to improve the housing, health, and development of young homeless and at-risk children and their mothers in the Antelope Valley.
- List of funded agencies 2007-2008
 - Valley Oasis (formerly AV Domestic Violence Council)
 - Antelope Valley Hospital, Healthy Homes Program

- Saint Joseph Manor.
- Partners in Care
- Mental Health Association of Greater Los Angeles*
- UCLA's Early Academic Outreach Program*

**Services the AV region*

- For those agencies who did not receive funding they will receive a one time grant of 40% (72K) of their previous grant to help them during this transitional period.
- United Way is funding 6 agencies and partnering with larger organizations such as American Red Cross and Catholic Charities who also serve the Antelope Valley community.

Funds Allocated 2006-07

- United Way distributed \$326,746 in Creating Pathways out of Poverty grants and \$187,057 in additional designated gifts to Antelope Valley agencies.



United Way of Greater Los Angeles Career Pathway Pilot Program

GOAL

Create a training and employment pathway leading to petrochemical industry jobs paying 70K and above for SPA 8 community residents

OPPORTUNITY

With high wages, an aging workforce and interest in recruiting a younger and more diverse pool of workers, the petrochemical industry offers one of the best career opportunities in the region for new workers. In Los Angeles County, refineries alone employ approximately 5,000 full-time workers at average wages of 70K and above, as well as a large pool of contract workers. Refineries estimate 25-50% of current workers will retire within the next 3-5 years. Many of these positions are entry-level, open to candidates completing short-term intensive training extending anywhere from three to twelve months. Similar positions are open in related industries including chemical production and water treatment.

EMPLOYMENT INITIATIVE

To train area residents for these high wage jobs, The South Bay Center for Counseling (SBCC) in collaboration with employers including BP, ConocoPhillips, ExxonMobil, and Valero; the United Steelworkers, Harbor College, and area workforce agencies has created the **Los Angeles Petrochemical Career Pathway**. The pathway includes two programs:

◆ Process Technician Training

Partner companies, SBCC, and Harbor College have developed a pilot training program leading to placement as process technicians (up to 50% of overall employment) at wages of 70K with continuing career opportunities. Targeted to disadvantaged youth and adults, as well as dislocated workers, the six month to one year pathway has four key stages:

- 1) A college credited Bridge program to raise participant basic skills;
- 2) Industry specific training in process technology;
- 3) Paid try-out employment;
- 4) Placement at partner employers as process technicians.

Participants in the program will receive 30 college credits and financial aid. The pilot program serving 75 South Bay residents will begin in April, 2006

◆ Turnaround training and employment (proposed)

Each refinery hires 1000-1200 workers for a two-three month period each year to assist in converting product production. Employment includes a wide spectrum of jobs including many entry-level positions at \$15/hr and above. In collaboration with the United Steelworkers, SBCC is creating a staffing agency to recruit, train and support lower skilled community residents in these positions, and to create continuing training pathways leading to full-time employment in refinery jobs

FUNDING

SBCC has received a grant of \$600,000 from the State of California, as well as contributions from partner employers and workforce agencies to begin the process technician pilot program. The Initiative is seeking additional funding from public and private sources.